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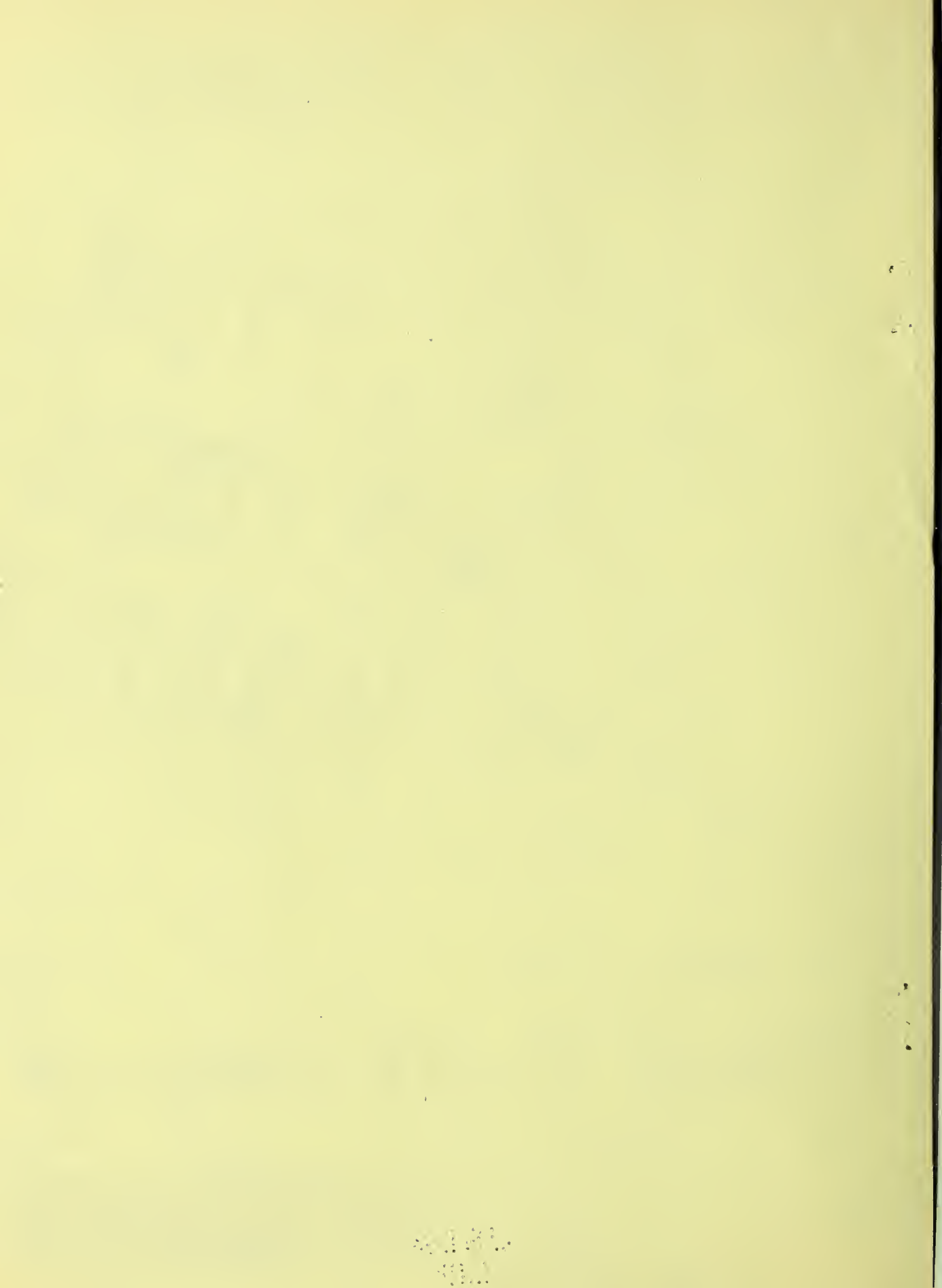
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2.
**STOP
FOOD
WASTE!**

sponsor a
CLEAN PLATE campaign

WAR FOOD ADMINISTRATION
Office of Distribution
Southwest Region



PURPOSE OF THE CLEAN PLATE CAMPAIGN

(Background for Clean Plate Committee Use)

America, one of the foremost food producing nations in the world, is faced with a unique food problem. Although in 1943 for the seventh consecutive year, American farmers set new food production records, there is not enough food to meet all our needs.

Because of increased civilian purchasing power, the growing needs of our armed forces and those of our allies and because every allied victory means food assistance for a freed country -- American farmers are constantly called upon to increase total food production and to convert from production of less essential to more vitally needed foods. For the duration of the war, no matter how much food American farmers produce, we will always need more.

How then are we to make our food do all the things it must do -- sustain us at home, keep our armed forces well-fed, and supply our allies?

Last year the people of the United States wasted more food than was needed by our armed forces and to fill commitments to our allies. We wasted from 20 to 25 percent of all the food produced, or almost 1 out of every 4 pounds. If only one-third of this annual food waste could be avoided, it would be equivalent to adding from 6 to 8 percent to our total food supply, or as much as the food production increase farmers were asked to make in 1943 over the previous year.

We therefore have a direct means of increasing our food supply...simply avoid wasting food and use all our food resources.

Waste occurs on the farm, during shipment, in wholesale houses and in retail stores, but garbage analysis studies in 247 cities in the United States show that one of the greatest single scenes of this astounding waste is in the home.

Here 15 percent of all food purchased is cooked away, drained down the sink, left on plates, or dumped into kitchen garbage pails. Each year householders waste one out of every seven pounds of food they buy...or about 100 pounds of edible food per person per year.

The American public eats 55 million meals a day in public eating places, and it is estimated that people leave an average of 6 percent of their food on their plates. This food goes to the garbage can and is wasted.

Few individuals realize the part they play in causing this enormous waste. Much of it is in the half salad, the crust of bread, the dabs of butter left uneaten on a plate...in the bits and driblets abandoned by millions of men, women and children at each meal multiplied by millions of meals each day in homes and restaurants.

A slice of wasted bread a week in each home is the equivalent of 2 million loaves. Half an ounce of butter a week wasted by each person amounts to enough to have supplied our Army last year. Discarded parings and peelings of potatoes by housewives last year represented an estimated 24,600,000 bushels of potatoes...a year's supply for New York City...the produce of 5,000 men working a 48-hour week the year-around.

Much of our total food waste is unavoidable. A great deal however is avoidable and can be prevented.

Farmers can take extra precaution in marketing their crops. Shippers, wholesalers and retailers who properly package, store and otherwise handle food prevent excess spoilage and waste. In the kitchens of restaurants and institutions, storage, preparation and serving methods can be improved to eliminate much waste.

The homemaker herself can do more than any other individual to conserve our food supply by saving left-overs and making them appetizing...by planning meals by the week and buying in needed quantities only...by storing perishables with care...by preparing food without unnecessary waste, and...by making use of abundant foods.

But there is a war food job in which everyone can help: every man, woman and child can pledge himself to waste no food and to clean his plate at every meal.

The clean plate idea has long been emphasized by the Red Cross Nutrition Council. In February 1943 the Minneapolis Star Journal and Tribune organized a Clean Plate Club which enrolled members from 575 cities and towns, including school children, Camp Fire girls, men of the armed forces, ordnance plant workers, lodges, church groups and luncheon clubs.

A club organized in Shreveport, Louisiana last summer grew to more than 24,000 members in two weeks and had the active support of newspapers, civic clubs and business firms. An estimated 90 percent of the people in this community were made waste-conscious during the enrollment of club members.

In Kansas City a two-weeks' campaign reduced by 19 percent the amount of food wasted, according to analyses made by the city's garbage department. In Lansing, Michigan a month's campaign reduced food waste by 23 percent; in Charlotte, North Carolina a two-months' campaign resulted in a 29 percent reduction.

The Clean Plate Club in itself is not the whole solution to our food problem, but in these and numerous other communities it has served to focus attention on the need for conserving food. Clean Plate Clubs are the spearhead of the food conservation program.

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THE FOLLOWING NEWS RELEASES, RADIO ANNOUNCEMENTS AND POST CARD ANIMATIONS ARE SUGGESTED AS IDEAS FOR PUBLICITY AND INTEREST PROMOTION. MANY OTHER WAYS OF AROUSING ATTENTION WILL UNDOUBTEDLY OCCUR TO COMMUNITY LEADERS. THE ANIMATIONS WILL BE SUITABLE FOR POST CARD MESSAGES OR REMINDERS, OR FOR USE IN DESIGNING POSTERS OR PLACARDS. THE RADIO ANNOUNCEMENTS MAY BE USED BY LOCAL STATIONS WHILE THE PROPOSED PROCLAMATION MAY ACT AS A GUIDE FOR THE MAYOR, COUNTY JUDGE OR OTHER PUBLIC OFFICIAL IN DESIGNATING A CLEAN PLATE DAY OR WEEK IN THE COMMUNITY.

(Suggested story for local adaptation)

Public interest was centered on the importance of food as a war weapon today as local citizens pledged themselves to avoid wasting it and to clean their plates at every meal.

Led by (Name), chairman of the Clean Plate campaign committee, every man, woman and child is being asked to join in the local offensive against food waste which takes a yearly toll of from 20 to 25 percent of all food produced.

"We are destroying a munition of war when we waste food," (Name) said, adding that "the waste is occurring at a time when we are faced with a shortage of some foods."

The most direct way of increasing our food supply is by throwing nothing away and by using all we have, he continued.

Careful planning, purchasing, storage and preparation of food were cited as practical ways homemakers and others can join in the fight to eliminate food waste.

Americans eat more than 135 billion meals a year and if these meals are poorly planned, not well prepared, only partially eaten, and if left-overs or remains of too large portions are not utilized, the result is tremendous waste which we can't afford, the chairman said.

(Suggested story for local adaptation)

The garbage can was being starved in (Name of Place) today as patriotic citizens joined in the "Clean Plate" campaign to eliminate food waste.

Under direction of the (Local Sponsor), the aim of the local food conservation campaign is to get all citizens to help cut down on the enormous amount of wartime food being wasted in American homes by cleaning their plates at each meal.

"Last year we wasted one out of every seven pounds of food we bought or enough to have fed every man, woman and child-- soldier and civilian alike--for eight weeks straight," (Name), prominent citizen and member of the Clean Plate committee, said.

He explained that although much waste occurs from the time food leaves the farm until it reaches the table that garbage studies in 247 cities in the United States show one of the greatest single scenes of this astounding waste is in homes.

"Some of us aren't on the shooting front of this war but every man, woman and child can do a war job on the home front by pledging to waste no food and to clean his plate at every meal," he said.

(Suggested story for local adaptation)

Calling attention to the estimate that Americans waste more than 20 percent of all the food the Nation produces, local leaders of the "Clean Plate" campaign today asked everyone in the community to help stop this appalling loss of an important wartime resource.

_____(Name)_____, of the _____(Name of Place)_____

"Clean Plate" committee, says there are a number of causes of food waste, and that these include:

1. Unplanned buying, resulting in pantries and refrigerators being stocked with too much of some kinds of food.
2. Improper storage resulting in spoilage.
3. Failure to plan use of left-overs.
4. Unpalatable preparation of food.
5. Over-generous servings to children and guests resulting in much food being left uneaten.
6. Failure to utilize all portions of food, such as the end or heel of a loaf of bread, and the outer leaves of cabbage and lettuce.

"Too often," _____(Name)_____ says, "the refrigerator is merely a way-station on the path to the garbage pail. Better and more efficient home-management will prevent food loss. Serving more appetizing dishes, make use of left-overs in the form of 'planned-overs', proper refrigeration and other steps will conserve many pounds of food a year in every _____(Name of Place)_____ home. Multiply those pounds saved by the number of homes, and it will amount to a lot."

(Suggested story for local adaptation)

The importance of food conservation as a wartime duty is being emphasized in (Name of Place) by the organization of a "Clean Plate" campaign by leading citizens and civic groups.

Formation of "Clean Plate Clubs" is being urged as a means of calling to public attention one important way of reducing food waste.

Every man, woman and child in the community is being asked to "clean the plate" at every meal as a major feature of the local conservation campaign. It has been explained that about 15 percent of the food purchased by housewives is wasted by ending up in the garbage pail. .

Statistics have been cited showing that if every home in the United States saved only one slice of bread a day, the total savings would amount to about 2,000,000 loaves.

Efforts also will be made to reduce other forms of food waste, such as spoilage and injury in distribution, storage and transit, and in restaurants and other public places where meals are served.

"Figures show we are wasting entirely too much food," says (Name) , well known local citizen who has been active in organizing the "Clean Plate" campaign. "When food is wasted, it is the same as if it were destroyed by the enemy. It is a major war resource and we should all strive to conserve it."

OFFICE OF THE _____

(City - State)

P R O C L A M A T I O N

WHEREAS, food is a vital war commodity which must be conserved for the use of our armed forces, our fighting Allies and for our people on the home front; and

WHEREAS, official survey shows that we are wasting more than fifteen percent of our food in our homes, and

WHEREAS, the (City or County) Clean Plate Committee composed of civic leaders and supported by the educational, church and social organizations of (City or County) is today launching a campaign against food waste in our (City or County), and urging everyone to "clean his plate",

NOW, THEREFORE, I, (Name of Official) do hereby proclaim (Day of Week), (Month), (Date) "CLEAN PLATE DAY" and call upon all patriotic (City or County) citizens to clean their plates at every meal and strive in every other way to conserve our wartime food supply.

Given under my hand and seal of the (City or County) on this the ____th day of (Month), 1944.

/s/ _____ (Official)

(Title)

RADIO ANNOUNCEMENTS

ANNOUNCER: Mrs. Housewife!...are you wasting precious food by giving your family more than they can eat and throwing out what they don't eat? Remember that we must save food in wartime. Serve enough...but not so much that some of it will be wasted.

* * *

ANNOUNCER: Suppose every American saved a slice of bread a day....That would amount to 34 million slices saved and that's a lot of bread. Do your part in saving food to win the war...eat everything on your plate at every meal.

* * *

ANNOUNCER: We owe it to our Nation and ourselves to stop food waste. The (Name) Clean Plate Committee says.... "Eat all you want but don't waste food....Join the Clean Plate Club and clean your plate at every meal."

* * *

ANNOUNCER: Help protect our valuable wartime food supply. Clean your plate at every meal and reduce food waste.

* * *

ANNOUNCER: Food ranks with guns and planes as a war material. When food's wasted it's the same as if it were destroyed by the enemy. Do your part in preventing food waste...Join the Clean Plate Club...TODAY... and clean your plate at every meal.

RADIO ANNOUNCEMENTS

ANNOUNCER: Let's stop food waste.....Do you know that more than 15 percent of the food purchased in American homes ends up in the garbage pail? That's bad economy any time, but it's worse than bad economy in wartime. It's unpatriotic to waste food when we're trying to conserve every bit of it to meet the needs of our fighting men and civilian population. Public-spirited citizens say this waste can be stopped and that a good way to help stop it is to clean your plate at every meal. Join the Clean Plate Club and do your part in reducing food waste!

* * *

ANNOUNCER: Food is a vital war material but we are wasting too much of it! Join the Clean Plate Club and do your part in conserving food needed to win the war.

* * *

ANNOUNCER: Have you joined the Clean Plate Club?....What?...You haven't?...Well, as a patriotic citizen you'll want to. All you have to do to belong is to promise to clean your plate at every meal and thereby help our fighting boys by reducing food waste on the home front.

* * *

ANNOUNCER: It's unpatriotic to waste food that's needed by our armed forces. Join the Clean Plate Club and conserve our food resources.

* * *



Did you know 15 percent of
all food we buy is cooked
away...drained down the sink...
left on plates...or dumped, in
the garbage pail?

Let's save that money instead of throw-
ing it away. Enroll in the Clean Plate
Club today. Let's clean our plates at
every meal.

Chairman, Clean Plate Club Committee

(Sponsoring Group and Street Address)

(City and State)

Please enroll me as a member of the Clean
Plate Club. I pledge to avoid food waste and to
clean my plate at every meal.

(Print name and address below)



STOP

Food Waste!

Let's get in this fight together
and cut down on the enormous amount
of wartime food we're wasting.

Pledge NOW to waste no food and clean
your plate at every meal. It's a
wartime job on the home front each of us
can do.

JOIN THE CLEAN PLATE CLUB.

Chairman,
Clean Plate Club.

That's right. Tie a string around
your finger so you won't forget to join
the Clean Plate Club. Everybody in town
is joining.

There are only two things we
ask you to do...Waste no food.....
Clean your plate. Let's stop wasting
one out of every seven pounds of food
we buy.

JOIN TODAY



Chairman, Clean Plate Club

